

**To the Mayor and Members of the City Council****May 17, 2016**

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SUBJECT: FEES FOR HOME OWNER ASSOCIATION EVENTS AT PARK SITES

This Informal Report is being provided in response to a question raised regarding home owner associations (HOA) paying reservation fees to host neighborhood events at park locations where the HOA has an active Adopt-A-Park Agreement (Staff Action Tracking #1, April 19, 2016 Pre-Council meeting).

Generally, individuals and organizations are charged fees to hold events in any City park in accordance with the Park and Recreation Department's Policy on Reservations, Special Events and Festival Equipment ("Policy"). The one exception is for National Night Out where no fees are charged for site reservations for events scheduled that night. In order to ensure booking coordination and site servicing prior to and after the event, a park reservation is required.

POLICY HISTORY:

On July 6, 1993, the City Council adopted the Policy (M&C G-10230) that established a policy of no waivers for site reservations, sales, admission and festival equipment fees except in those cases where a contractual relationship existed with the City and all net proceeds are directed to the Park and Recreation Department. Other revisions included the establishment of a full cost recovery program for use of festival equipment and authorization to administratively process sales and advertising on park property.

On April 7, 1998, the City Council approved revisions to the Policy (M&C G-12180). The revisions restated the "no waiver" policy for all fees.

On March 6, 2007, the City Council approved revisions to the Policy (M&C G-15627). The revisions restated the "no waiver" policy for all fees but added an exception for Public Improvement District (PID) sponsored events since PIDs provide a higher level of park maintenance.

REVISION CONSIDERATION:

Subsequent to the adoption and revisions of the Policy, staff received several requests from established and recognized home owner and neighborhood associations and Adopt-a-Park organizations to waive site reservation fees for the associations' and/or organizations' sponsored events. Some of the requests are based on the organizations' agreement to enhance park maintenance such as increased mowing, irrigation, and/or seasonal color plantings. The costs for the enhanced maintenance are paid for by these groups. Due to this financial commitment to the park system, staff recommends a revision to the Policy to authorize the waiver of site reservation fees for organizations' sponsored events meeting established criteria.

NEXT STEPS:

Staff will develop criteria for determining if site reservation fees should be waived or reduced for organizations that provide a defined higher level of maintenance in parks through established Adopt-A-Park Agreements. The recommended criteria and necessary revisions to the Policy will be presented to the Park and Recreation Advisory Board on July 27, 2016 and an M&C will be presented to the City

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Council on or about August 30, 2016 for consideration of amendments to the Policy. In the interim, as requests are received from Adopt-A-Park organizations, a review will be conducted of the value of the enhanced maintenance versus the value of the site reservation and fees adjusted accordingly.

If additional information or clarification is needed, please contact Richard Zavala, Park and Recreation Department Director or Susan Alanis, Assistant City Manager.

David Cooke
City Manager